



Minutes of the Meeting of the South Pasadena Tournament of Roses Committee

Meeting convened September 7th, 2021, 7:30pm

- Past Chairperson, Courtney Dunlap called the meeting to order on September 7th, 2021 at 7:35 pm.
- Pledge of Allegiance.
- **Roll Call:**
 - **Committee Members Present:**
 - Alan Vlacich
 - Bill Glazier
 - Chris Metcalf
 - Courtney Dunlap
 - John Vandercook
 - Joss Rogers
 - Larry Chiles
 - Sandy Fielding
 - Wende Lee
 - **Committee Members Absent:**
 - Bill Cullinane (NV)
 - Brant Dunlap
 - James Jontz
 - Janet Benjamin
 - Leland Glauz
 - Lisa Henderson
 - Sara Cullinane (NV)
 - Sharon Mitchell (NV)
 - Steve Fillingham
 - **Council Liaison Present:**
 - Evelyn Zneimer
 - **City Staff Liaison Present:**
 - Sheila Pautsch
- Public Comments: None
- Council Liaison Comments: None
- City Staff Comments: None



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- Motion to approve the Minutes from August 2nd with a correction from Joss Rogers; the man named for being around the Site is not Norman, his name is Fred. He is a neighbor who looks after the site when no one is around.
 - Motion to approve the minutes with the correction presented by Wende Lee, second by Larry Chiles. All in favor.
- Approval of Treasurers Report: Sandy reported our Checking account has \$3,207, and our 501c3 has \$110,000. We did get some money from Amazon Smile for \$32. Sandy's current estimate for the Golf Tournament excluding the online auction is about \$13,028 in profit.
 - Motion to approve Treasurer's Report by Larry Chiles, second by Joss Rogers. All in favor.
- Construction Report: Joss reported there has been tons of progress. Most notably with the birds. Rob and Joss have been working on the structure to support the Big Bird, he noted steel is very expensive, so they are ordering as needed. The mountain has been scaled, and the driver's compartment is done.
 - There has been new people showing up recently and we hope they continue to come and help.
 - The first ever SPTOR games were last weekend and fun; it was a casual and an inclusive setting. Joss thanked SMMA for providing food.
- Decoration Report: Chris reported that we are facing lots of supply issues. He met last week with one of our Flower suppliers, Milano. There have been huge price increases. Other issues we are facing is there's no supplier in the U.S. which will force us to use imported growers and then we risk the delivery issues with the Port delays. We are working hard to source everything locally. With the price increases that we know as of now that puts us about \$20,000 over budget in flowers. Chris and Janet are reworking some of the flower decisions and switching what they can to dry materials. Chris said hopefully by our next meeting they will have better idea of most prices. Usually, we pay \$14 per dozen of Roses, this year the cost is \$17 per dozen just to give everyone an idea of the price increases we are facing.
- Event & Site Report: None
- Design Report: None



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- **Miscellaneous Fundraisers Report:** Sandy has set up See's Candy for Christmas. All orders need to be turned in December 1st and Sandy will have orders ready the following week.
 - Wende talked about some fundraiser ideas she has been working on.
 - Offering the sale of a tent banner, thinking about \$150-\$200. It would be for this year only, not a continued use for following years. Wende thinks we should work with the Chamber to see if they can help us sell some. We could also have a tiered level of sponsorship status. Wende will continue to work on this idea.
 - Alan said maybe more like \$250. Wende said they would cost about \$25 for her to make.
 - A yard sign to show "this family supports SPTOR", like SPEF does each year. Wende thought maybe \$50 would be what we ask for them, with a goal of 100 signs.
 - A year long sponsorship option for \$5,000. This would get them website posting, mention in the local papers, social media, tent banner etc.
 - Sandy mentioned that Burbank does a "membership" program and it's posted on their website. She said Wende should look at it and possibly even talk to them to see how they do it so successfully each year.
- **Farmers Market Report:** Wende reported her and Joss have worked with the Chamber to secure four dates for us to have a set up at the Farmers Market. We will be there from 4pm-7pm. The first date is September 16th. At the Farmers Market we will be asking for donations, and hopefully showing samples of what our float will look like and be decorated with. Wende is hoping to be able to have vials for sale, maybe some apparel.
 - Joss has been working on a Kids Activity book where they can color and read about our Float and the birds with their names.
 - Wende asked if anyone is able to come and represent us, please let her know.
 - Alan commented that we have done this in the past and he thinks it is a great idea. He offered to donate fresh coffee beans and honey to be sold.
 - Joss asked for the Card reader to be turned on.
 - Courtney said she will get it activated.
 - Wende asked about other items from the Souvenir Booth that can be sold.



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- Sandy said that she did place an order for theme pins, unfortunately they will have last years date on them. It is too expensive to order them to be reprinted and we must order a large amount.
 - Sandy is waiting to place her sweatshirt order with the High School, we are completely out of mediums and large; our two most popular sizes.
- **Publicity Report:** Bill reported that he loves the idea of us being back at the Farmers Market, he will make sure to go and get some photos of us with a story and future dates. Bill said he talked with Brant and is working on a “where we are” story to post in the following weeks. Bill said once Golf numbers have been finalized, he is ready for a follow up story to share the success of the event.
- **Website Report:** None.
- **Social Media:** Chris reported our numbers on social media are starting to climb. We have 1,000 new followers on Facebook this year already. He will begin highlighting some of our new local growers on our pages. There is a possibility of him and Janet taking a farm tour with some growers, and he would share that on social media as well. Chris asked for any information about fundraisers to be sent to him so he can post about them.
- **Golf Tournament:** Alan reported that he is still collecting a few t-signs/entry fees. He is estimating we are at an overall profit of \$16,000. He thanked everyone again for helping with the event and said it does take a team to succeed.
 - John thanked Wende again for the Tee-Signs and commented how nice they came out.
- **Crunch Time Party:** Wende talked about the group that has gotten together to start planning. This group included herself, Brant, Ellen Torres, Theresa Molina, and Laura Kieffer. They are going to plan for an in-person event on December 29th, 2021 but will also has a backup plan if they have to cancel. A possibility is making it a maximum of 200 people, tickets ae \$100 each. Ellen is working on really looking at our past guest and seeing who comes and who supports by participating in the auctions. Brant has been working on the corporate sponsor. Wende mentioned that Cos & Pi would like to help us, Wende said possibly cater the event.



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- Comments not on the agenda:
 - Alan mentioned we will still be receiving our four game and parade tickets from Tournament. We will be using them as a prize for our Raffle. Alan will start to plan raffle ticket sales with possibilities of refunds.
 - Courtney mentioned we can add the Raffle starting on next month's agenda.
 - Joss mentioned in his last ToR meeting they mentioned that all tickets will be electronic this year. He also mentioned the possibility of no media tower this year. Instead, floats will be assigned a photo liaison who they will get photos from.
 - Courtney told Bill that when Brant receives this information, he will be sure to share with Bill and the South Pasadena Review as well.
 - Sandy mentioned the concern from a health care perspective with Covid most parade watchers are from out of town. She asked if there has been anymore talk about no spectators in the grandstands.
- Comments from Chairperson: Brant asked Courtney to report the following-
 - We have a new float entries liaison, Kevin Keenan.
 - Janet, Joss and James represented us on a virtual float kick off meeting a few weeks ago.
 - Brant will continue to forward the ToR emails to the committee that contain general parade information.
 - Taggart Lee the photographer who wanted to put together a photo timeline of 2019 will be doing so this year; he has been by the site frequently.
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- Meeting adjourned at 8:21pm. The next meeting will be on Tuesday, October 5th, 2021 at 7:30pm.

DocuSigned by:

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12/2/2021

Approved: _____ Date: _____

Committee Chairperson